

Message Text

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SUBJECT: U.S. POLLUTION TECHNOLOGY TRADE PROMOTION IN USSR

REF: STATE 108740

1. COMMERCIAL OFFICE WELCOMES DECISION REFTEL TO USE SEMINAR/EXHIBITS RATHER THAN SOLO EXHIBITION AS VEHICLE FOR PROMOTION OF U.S. ENVIRONMENTAL CONTROL EQUIPMENT. WE BELIEVE, HOWEVER, THAT PROPOSAL TO CONDUCT TWO SEMINAR/EXHIBITS WITHIN FIVE-MONTH PERIOD, AS SUGGESTED IN SCHEDULE PARA 3 REFTEL REPRESENTS MORE THAN THE TRAFFIC WILL BEAR, PARTICULARLY SINCE IN BOTH CASES WE WOULD BE RELYING HEAVILY ON MAIN HYDROMETEOROLOGICAL SERVICE (HYDROMET) FOR ASSISTANCE. IN ADDITION, WERE WE TO FOLLOW SCHEDULE PROPOSED PARA 3 REFTEL THIS WOULD MEAN THAT TWO OF FOUR OFFICIALLY SPONSORED SEMINAR/EXHIBITS IN COMMERCIAL OFFICE DURING FY 1976 WERE DEVOTED TO POLLUTION CONTROL EQUIPMENT. IN OUR VIEW, THIS EMPHASIS WOULD NOT BE JUSTIFIED BY MARKET POTENTIAL.

2. AS ALTERNATIVE, WE WOULD SUGGEST FOLLOWING SCHEDULE OF EVENTS FOR FY '76:

OCTOBER 6-10, 1975 SEMINAR/EXHIBIT ON TECHNOLOGY AND EQUIPMENT FOR OIL AND GAS PIPELINES

NOVEMBER 10-14, 1975 TECHNICAL/SALES SEMINAR ON TECHNOLOGY
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AND EQUIPMENT FOR NON-FERROUS METALLURGY

DECEMBER 8-12, 1975 SEMINAR/EXHIBIT ON TECHNOLOGY AND
EQUIPMENT FOR AIR POLLUTION CONTROL

FEBRUARY 16-20, 1976 SEMINAR/EXHIBIT ON TECHNOLOGY AND
EQUIPMENT FOR RETAIL TRADE MODERNIZATION

APRIL 5-9, 1976 TECHNOLOGY AND EQUIPMENT FOR OIL
AND GAS DRILLING, PRODUCTION, AND PROCESSING UNDER PERMAFROST
CONDITIONS (SEE SEPTEL ON SOVIET PROPOSAL FOR THIS EVENT)

JUNE 21-25, 1976 SEMINAR/EXHIBIT ON EQUIPMENT, TECHNOLOGY
AND INSTRUMENTATION FOR THE PRODUCTION OF SYNTHETIC FIBERS

3. UNDER SCHEDULE OUTLINED ABOVE, WE WOULD ENVISAGE HOLDING
SEMINAR/EXHIBIT ON TECHNOLOGY AND EQUIPMENT FOR PREVENTION OF
WATER POLLUTION SOME TIME IN FALL OF 1976 OR SPRING 1977. THIS
SPACING OF EVENTS WILL IN OUR VIEW AVOID PROBLEMS OF OVER
EXPOSURE AND PLACING EXCESSIVE DEMANDS FOR SUPPORT ON HYDROMET
WHICH WE BELIEVE WOULD RESULT WERE WE TO FOLLOW PROPOSAL
PARA 3 REFTEL.

4. IF ABOVE SCHEDULE ACCEPTABLE IN GENERAL FOR INTERESTED
WASHINGTON AGENCIES, COMMERCIAL OFFICE WOULD PROPOSE TO APPROACH
HYDROMET SHORTLY WITH REQUEST FOR APPROVAL IN PRINCIPLE OF
PLANS TO CONDUCT SEMINAR/EXHIBIT ON AIR POLLUTION CONTROL IN
DECEMBER 1975. THIS TIMING WOULD SATISFY CONTENTION OF SOVIET
ORGANIZATIONS SUCH AS CHAMBER OF COMMERCE AND INDUSTRY THAT
AT LEAST SIX MONTHS ADVANCE NOTICE REQUIRED FOR EVENTS OF
THIS TYPE. EPA CHAIRMAN TRAIN MIGHT WISH TO MENTION PROPOSED
EVENT DURING HIS MEETINGS WITH HYDROMET CHIEF IZRAEL IN
JUNE.
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